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NEWSPAPERS: Professors pick best in U.S. - Magazine | Mob's view of dailies - Magazine | 'WSJ/Europe's' growing pains - International section, Page 56

Advertising Age

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Right decision given problems, observers say

NEW YORK—At a cost to Time Inc. of $47 million, *TV-Cable Week* might be the largest crash of a magazine launch. At five months, it is among the quickest. But industry reaction indicates the media giant made the right decision in pulling the plug now.

Its problems "seemed insurmountable," commented Eric Larson, publisher of rival *TV Guide*.

"Whether it was doomed to failure from the start is tough to say," said Neil Heller, president, TVSM, Jenkintown, Pa., a leading cable guide publisher. "I frankly think the concept had some merit, but it was just a question of a whole host of problems."

Primary among those was the resistance to the magazine by cable system operators who were to offer it to their subscribers. One observer feels there was a "resentment" over a Time Inc. "domi-

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Current issue of *TV-Cable Week*. Time Inc. will discontinue publication with the issue dated Sept. 25.

Time gives up on cable book

By STUART J. ELLIOTT

NEW YORK—Time Inc.'s decision to fold *TV-Cable Week* came as little surprise to those who had expected the tough, no-nonsense regime of president J. Richard Munro to decide the troubled magazine was risky business and put it out of its misery.

The announcement, following the company's regular monthly board meeting on Sept. 15 that the issue coming out this week will be the last, followed weeks of speculation in publishing and cable circles (AA, Sept. 5).

While the company originally refused to acknowledge a shutdown was being considered, the fact it was being discussed was in stark contrast to the rosy forecasts that prevailed when the communications giant announced 13 months ago it would commit $100 million in pretax funds to the launch of a broadcast and cable listings guide.

"The numbers were tough on this," publisher S. Christopher Meigher told ADVERTISING AGE. After considering various fixes that included monthly frequency, he said, "The decision to cease publishing became increasingly inescapable."

Since the company "misread demand for the magazine," Mr. Meigher said, "it wasn't hitting the targets we set for it. It's fairly prudent business

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Cigaret tests 'farce'?

Barclay judge wants opinions

By RICHARD L. GORDON

WASHINGTON—The federal judge in the Barclay cigaret case is questioning the value of the Federal Trade Commission's cigaret rating program, suggesting that improving scientific knowledge about smoking may have rendered its method of measuring tar and nicotine "out of date," if not a "farce."

As the trial opened last week, attorneys for Brown & Williamson Tobacco, which has proposed that FTC scrap its numerical tar ratings in favor of grouping brands under "low," "medium" and "high" tar labels, told U.S. district court Judge Gerhard A. Gesell that "the evidence shows there is no system that is worth anything at all."

After originally awarding the B&W brand the coveted 1mg rating, FTC has been trying to take it back, going before Judge Gesell seeking temporary and permanent injunctions against the claim.

After opening with scientific experts, testimony is to resume today when consumer experts take the stand to debate how much trust and reliance smokers place in the FTC ratings and Barclay's 1mg tar/99% tar-free claim in particular.

Judge Gesell told FTC lawyers he de-

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Getting specific

The Colgate-Palmolive and Kao Soap Co. (of Japan) joint venture has resulted in the therapeutically oriented Splendor shampoo, now testing in western U.S. markets *(see story, Page 3)*. William Esty Co. placed this color spread.

last minute news

Buckingham shifts $10 million account to D'Arcy

NEW YORK—Buckingham Corp., U.S. importer of Cutty Sark scotch, Finlandia vodka and other spirits brands, has assigned its $10 million account to D'Arcy-MacManus & Masius/New York. Previous agency for the Beatrice Foods unit was Ted Bates, McCabe, Sloves.

Miller to take Meister Brau national next month

MILWAUKEE—Miller Brewing Co. will take its Meister Brau beer national in October. The popular-price brew is being tested in selected markets throughout 28 states. Backer & Spielvogel, New York, handles.

McDonald's Youngclaus reported going to TLK

CHICAGO—William Youngclaus, vp-marketing, McDonald's Corp., will join Tatham-Laird & Kudner in a [illegible] sources

AA MAY84
M02081ACONGLISOLNR 38026600011
ROBERT J SOLOMON
CONGRESSIONAL INFORMATION SVCS
4720 EAST WEST HWY #800
HESDA MD 20814

NEWSPAPER B agency shifts—Page 3

Aims to protect share; $20 million in ads

J&J rolls 2 hygiene items

By NANCY GIGES

Johnson & Johnson is making its first nationwide move to protect its leadership position in the $1 billion sanitary-napkin market since Procter & Gamble stirred up the category earlier this year with its testing of a line called Always.

J&J's Milltown, N.J.-based Personal Products Co. is rolling out two new products, Stayfree Silhouettes "body-shape" maxis and Assure "breathable" panty-liners.

The company said these items will receive unprecedented levels of advertising and promotion support in 1984, suggesting media budgets close to $20 million.

J&J holds over a 50% market share of the napkin market, with its No. 1-selling Stayfree maxi and mini-pads, plus Sure & Natural thin maxis and Carefree pantyshields.

A Personal Products spokeswoman said Silhouettes are shaped to fit the contours of a woman's body for greater comfort and have a patented "fluid distribution channel and unique stain-guard edge."

Assure, which earlier was the name of a superabsorbent tampon J&J tested and later dropped after the toxic shock syndrome scare, is described as containing a "unique backing material that allows air to flow through the pad to provide the wearer with comfortable dryness yet all the protection needed for light feminine wetness."

Lucrative promotional allowances are expected. For example, J&J is offering wholesalers off-invoice allowances of 30% during the introductory period if they buy all four items in the Assure line (scented and unscented liners in two different sizes). The offer drops to 25% if three items are purchased and 20% for two items.

In a somewhat unusual move, Silhouettes has been assigned to Compton Advertising, New York, even though Young & Rubicam handles regular Stayfree mini and maxipads. SSC&B handles Assure. It also worked on Assure tampon.

Assure was the target of a trademark infringement suit four years ago by P&G, which argued that the name would confuse consumers because of its own Sure antiperspirant, and furthermore that it sold a Sure tampon as well as an Assure shampoo and mouthwash. J&J prevailed, successfully refuting the

(Continued on Page 94)

CBS 'media lab' studies tv's future

By SUSAN C. SPILLMAN

NEW YORK—CBS-TV is building an electronic "media laboratory" in Texas which the network expects will help it get a grasp on tv viewing habits of the future.

In conjunction with A.C. Nielsen Co., CBS is screening subscribers of CBS-owned Black Hawk Cable system in Hurst, Tex., between Dallas and Fort Worth, for participation in its project.

Next week, electronic monitoring meters will be installed in the homes of 125 who are selected, and CBS hopes to have results of some of its first research projections by the end of the year.

CBS, the only broadcast network to own a cable system, bought Black Hawk specifically for testing purposes last year after receiving a special waiver from the Federal Communications Commission. FCC rules bar broadcast networks from owning cable systems.

According to CBS vp-research Dave Poltrack, the initial questions the network will ask are how cable affects general viewing habits; to what extent viewers switch channels during commercials, and what type of program marketing is most effective.

In addition, CBS eventually expects to use the laboratory for advertising recall experiments; testing commercials and videotext research, Mr. Poltrack said.

The A.C. Nielsen Co. meters, which will cost less than $500,000 to install, will enable CBS to track which programs are being watched at any given moment.

Mr. Poltrack is particularly eager to learn how cable viewing patterns change over time, so the sample will include both veteran subscribers and those who get

(Continued on Page 94)

Nets still tinkering as first shows bow

By JAMES P. FORKAN

NEW YORK—Tv's three earliest birds got the worm, but they've still got a long way to fly.

NBC's "We Got It Made," the earliest of the new-for-fall series to appear, as well as ABC's "Lottery" and "Matt Houston" (ABC's top freshman last season) accomplished their initial goal: Getting strong audience sampling.

But ad agency experts agreed that the next objective will be much more difficult: Holding those viewers opposite regular, first-run series once the prime time season begins in earnest on Sept. 26.

In the meantime, the beat goes on scheduling the new season. ABC, which weeks ago said its "Sunday Night Movie's" new season would begin on Oct. 2, last week finally decided on a major film, Paramount's "Heaven Can Wait."

Also for that night, NBC now has decided to follow a two-hour "Knight Rider" return episode with a "Yellow Rose" series preview at 10 p.m. (ET), instead of the initially planned "TV's Censored Bloopers' special. ("Yellow Rose" normally will air on Saturdays at 10 p.m.)

The premiere of ABC's "Love Boat" on Oct. 1 will be in the form of a two-hour special built around a cruise to Mainland China, thereby delaying "Fantasy Island's" return by a week. In earlier announcements for that evening, CBS slot-

(Continued on Page 94)

Oldsmobile "feels" it can surpass Ford Motor's Ford division for the No. 2 sales position behind Chevrolet this model year. Leo Burnett USA handles advertising.

GM planning 'image' cars

By JESSE SNYDER

DETROIT—General Motors is planning to put the metal where its mouth is with 1986 or 1987 introductions of three specialty cars for Oldsmobile, Buick and Cadillac.

For years, GM executives have espoused creating more individuality and production autonomy among its five car-making divisions. In a six-day span this month, general managers of the three upscale lines outlined GM's long-range plans for image-leading cars that would build prestige for them like Corvette does for Chevrolet and the 1984 Fiero is expected to do for Pontiac.

The GM plan also would counter perception of the No. 1 car company as an "alphabet soup" manufacturer, a maker of mechanically identical "X," "J" and "A" car lines that differ mostly in front and rear treatment and upholstery.

All three model programs must win final

(Continued on Page 98)

Buick shifts its sights

By RALPH GRAY

ORCHARD LAKE, MICH.—Buick still is asking "Wouldn't you really rather have a Buick?" but to a different audience—those who aren't ready to buy.

A key test of the strategy will come next spring, for the new front-wheel-drive Electra Park Avenue. The goal is to double Electra sales from about 72,000 units in model 1983.

"There aren't enough traditional Buick buyers to meet those sales. We have to get new buyers," John Dabels, general director of marketing, told the press here.

Armed with research, Buick is trying to get its cars higher on the shopping list of those who prefer vacations and education to new wheels.

"We're trying to get information to people much earlier in their decision-making process," said general manager Lloyd Reuss.

"What we're trying to do now is work harder on going up front—before a person makes a decision on how he's going to spend that discretionary income."

"It's not just Buick against Oldsmobile or Buick against imports, it's Buick against new furniture," Mr. Dabels said.

"We're trying to find out how to change the perceived value of the car in relation to other items in the consideration set for consumers' discretionary income," he said.

"We have a clue that it's extremely difficult because of the commitment of people to vacations and education. We have tested the new Electra to see if they are willing to change. It suggests new-car merchandising tie-ins. If vacations are important, how can we make the car part of the vacation mindset?" he said.

Buick is also trying to reach those who can't afford a Buick—yet. The General Motors division is seeking to predispose potential buyers to its products. It's doing that through Riviera convertibles.

McCann-Erickson is the agency.

highlights

Monday, September 19, 1983

USA Today is showing confidence as it prepares to make its first ad rate increase. *See Page 6.*

The Federal Communications Commission has been swamped with applications for licenses to operate multichannel, multipoint distribution services. *See Page 10.*

National Assn. of Broadcasters has shuffled its vps in the wake of a controversial study of tv trends. *See Page 10.*

Federal Express, through the Freedom of Information Act, will get a look at the Federal Trade Commission files on complaints about its delivery service. *See Page 12.*

The Federal Trade Commission will have a Reagan majority if the nomination of Vanderbilt University Law School Prof. Terry Calvani is approved. See Page 12.

Chart House last week reached agreement to acquire Godfather's Pizza. *See Page 14.*

John E. Martin has been named president-chief executive officer of PepsiCo's Taco Bell. *See Page 14.*

Major discount retailers told Congress of increased efforts by suppliers to fix retail prices and cut off discounters who refuse to increase margins. *See Page 20.*

Abbott Laboratories has modified its ads for Selsun Blue after review by the National Advertising Division. *See Page 24.*

The Eastern Cable Show was poorly attended and even more poorly received by those who showed up. *See Page 26.*

Brand loyalty survives nearly 60 years for at least 25 of the top brands, a new study finds. *See Page 32.*

Two new California companies are targeting what they hope will be key growth segments of the personal care market—health & beauty aids for men and products for Hispanics. *See Page 37.*

Republic Airline's new spot tv campaign is aimed at representing the company as the big fish in many of the country's smaller ponds. *See Page 42.*

Sanford Sigoloff, chief executive officer of Wickes Cos., has seen the company make gains after appearing as ad spokesman. *See Page 47.*

CORPORATE CLOSEUP

Chock Full o' Nuts has a new management, a new marketing plan and it hopes, a brighter future. *See Page 4.*

VIDEOTECH

Subscription tv appears to be heading toward an early grave after losing about a third of its subscribers in recent months. *See Page 68.*

INTERNATIONAL

The Wall Street *Journal/Europe*, seven months after its launch, is not making a huge impact on the advertising community in Europe. But it is working to correct that. *See Page 56.*

The French government is expected to approve this week the country's first morning, or "breakfast," tv program. *See Page 56.*

The South African government's Nationalist party has launched a controversial ad campaign to persuade the white electorate to support a new constitution in a referendum to be held next month. *See Page 58.*

MAGAZINE

An exclusive ADVERTISING AGE MAGAZINE poll of journalism professors puts the *New York Times* at the top of the list of the 10 best newspapers in the country. *See Page M-4.*

Newspapers: The daily newspaper reflects the tenor of our times, the character of city and town in which it is published and remains a universal medium of information around the world. *See Page M-9.*

Chances are every ad copywriter has it in his heart to write a great novel—and probably has pieces of it hidden in his bottom drawer. *See Page M-60.*

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Vol. 54, No. 40—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Jergens lets out a Squeek!

CINCINNATI—Andrew Jergens Co. will move Squeek! shampoo and conditioner into national distribution this fall.

The two lines will be shipped nationally at the end of this month, according to Robert G. (Guy) Chandler, exec vp-domestic operations.

The company says it will spend $9.2 million in media advertising to support the introduction.

Squeek! has been testing for more than a year (AA, Feb. 15, '82). Controlled store tests in Topeka and Erie were followed by full market tests in Phoenix and Louisville. Extensive couponing and 39¢ trial sizes were used in the tests.

Preventing oily hair is the primary positioning of the new product, which would put it in competition with such brands as S.C. Johnson & Son's Agree.

Advertising uses the sound of a violin squeaking while visuals show hands running through the hair. Animated "squeeks" are shown emanating from the hair.

Prime time, daytime and fringe time tv commercials will be used to launch the brand, Mr. Chandler said. Magazine ads in women's books break in December issues.

Specht, Gilbert & Partners, New York, is the agency.

Our 'Top 10' newspaper poll

The Best and The Rest

"All the News That's Fit to Print"

The New York Times

VOL. CXXXII . . . No. 45,794 NEW YORK, WEDNESDAY, SEPTEMBER 7, 1983 10 CENTS

Druze Take Key Mountain Town After Heavy Fighting in Lebanon

Fierce Battles Continue Around Beirut's Airport; 2 More U.S. Marines Killed and 3 Wounded

Some Marines 'Feel Helpless'

MOSCOW CONCEDES A SOVIET FIGHTER DOWNED AIRLINER

GOVERNMENT STATEMENT

Issued After 'Inquiry,' It Says the Pilot 'Could Not Know' Target Was Civil Plane

International Pilots' Group Asks 60-Day Ban on Flights to Moscow

U.N. COUNCIL HEARS A TAPE IN RUSSIAN

The Washington Post

U.S. Officials Urge Holding Trainees To 55 in Salvador

Industrial Production Jumps 1.8% in July

Los Angeles Times

Spectacular Shuttle Launch

Craft Lights Up the Sky After 17-Minute Delay

THE WALL STREET JOURNAL.

What's News—

Boston Sunday Globe

250,000 march on Washington

A message from Richard Nixon

Chicago

Reagan

The Times laps the field, say journalism profs

By Robert G. Goldsborough

The *New York Times* is by miles the best daily newspaper in the United States.

So say the more than five score of college and university teachers who responded to Advertising Age Magazine's survey to determine what journalism educators think are American's finest dailies.

In all, 110 faculty members from schools in 39 states returned questionnaires listing their choices and responding to questions about the current state and the future of daily newspapers, particularly those serving metropolitan areas. (In a corollary but less extensive survey, Advertising Age Magazine also polled advertising agency media department executives and buyers, who also slotted the *Times* No. 1. Results are in an accompanying story on Page M-5.)

The survey of journalism faculty members came up with these general conclusions:

- Large morning dailies are the best papers in the country.
- What sets the best papers apart is first-rate writing, aggressive and original reporting, a strong editorial voice, strong local coverage and a commitment to excellence on the part of management.
- Most major cities eventually will have only one metropolitan daily, with morning papers in a far stronger position to survive than evening papers.
- To compete with suburban and outlying papers, metro dailies must do more zoning, put out stronger suburban sections and beef up the "total market coverage" concept.
- Papers need to place more emphasis on reporting and analyzing the news and less on features, games, puzzles and other "froth," as one respondent referred to feature material.

The teachers were particularly outspoken on the last item, scolding American papers generally for having too many features at the expense of news. One went so far as to advise papers to "throw out old things—comics, advice columns, things that don't work for readers anymore."

The charge of frivolity was not leveled at the *New York Times*, though, which was praised for the seriousness and thoroughness of its coverage.

The *Times* so dominated our poll that it received 67 of the 101 first-place votes cast and was mentioned on all but two of the ballots. The *Wall Street Journal* received the next-highest number of first-place votes, 15, but finished only fourth over-all because of the weighted scoring system (10 points for first, 9 for second, and on down).

Our respondents basically agreed on the top four papers—the *Times*, *Washington Post*, *Los Angeles Times* and *Journal*, in that order. A sharp dropoff followed, with the next six papers closely bunched. The fifth-place paper, the *Boston Globe*, had only half as many points as the No. 4 *Journal*.

In all, 84 papers were mentioned in the returned questionnaires, the large majority of which were big-city dailies. Geographic biases were almost nonexistent, though. In our tabulations, we also divided the country into Advertising Age's four circulation zones—East, Midwest, South and Far West. The *New York Times* easily finished first in all four, while the *Washington Post* was second in three zones and the *Los Angeles Times* was No. 2 in the Far West. The *Boston Globe* also had its strongest showing among Far West ballots, and the *Miami Herald* did not do particularly well in the South.

Among nonmetropolitan papers cited were the *Troy* (O.) *Daily News*, *Berkshire* (Pittsfield, Mass.) *Eagle*, *Quincy* (Mass.) *Patriot-Ledger*, *Burlington* (Ia.) *Hawk Eye*, *Fairbanks* (Alaska) *News-Miner*, *Waukesha* (Wis.) *Freeman*, *Bangor* (Me.) *News*, *Vancouver* (Wash.) *Columbian* and *Eugene* (Ore.) *Register-Guard*. The 65,000-circulation *Register-Guard* (see story on Page M-44 in today's special report on Newspapers) was mentioned more often than any other nonmetropolitan newspaper, including on questionnaires from such widely separated places as Indiana, Louisiana and Ohio.

Among "medium-size" papers, Little Rock's *Arkansas Gazette* (circulation 129,000 daily) was singled out for excellence by several professors, both in their rankings and in the open-ended questions.

The top 10 papers shared at least two key characteristics—a morning printing cycle and healthy circulation patterns. Every one of the 10 is essentially a morning paper, including the two national publications, the *Journal* and *Christian Science Monitor*. The *Boston Globe* and *Chicago Tribune* are officially termed "all day," but each originally was an a.m. paper and both still maintain by far their greatest strenghth in the morning.

Eight of our top 10 have Sunday editions (excepting the *Journal* and *Monitor*), and all eight have shown circulation gains in Audit Bureau of Circulations (ABC) figures in the last year, ranging from 2.6% for the *Louisville Courier-Journal* and *New York Times* to 14% for the *Philadelphia Inquirer*.

Our final results were similar to those in a recent survey of publishers, editors

Robert G. Goldsborough is executive editor of Magazine.

How we took our poll

In May, Advertising Age Magazine sent questionnaires and prepaid return envelopes to 350 college and university journalism faculty members in all 50 states and the District of Columbia.

Their names were taken from the directory of the Asan. for Education in Journalism. Most faculty chosen were in their schools' newspaper or news-editorial sequences, although some questionnaires also were sent to professors and instructors of advertising.

At larger schools, several faculty members (usually including the dean or department head) were polled; however, about 20% of the questionnaires were sent to faculty members at smaller schools that have only one or two persons teaching journalism.

We received 110 completed questionnaires—a return rate of 31%. Not all the respondents ranked their selections, choosing only to give us an unranked "top 10" or "top 5." Their listings were not tabulated in our final standings.

The questionnaire asked respondents to list the 10 best daily newspapers in the U.S. The criteria, we said, should include "local news coverage; national and foreign news coverage; over-all writing quality throughout the paper; quality of editorials; sports coverage; business coverage; quality of features and special sections; competitiveness; layout and design (including the use of photography, color and graphics), and leadership and innovation in the newspaper field."

We also asked these open-ended questions:

- Do you have any general or specific observations as to what makes one or all of these newspapers (the ones you chose) superior?
- How do you feel about the future of the metropolitan daily newspaper, particularly vis-a-vis the growing number of suburban and regional dailies? And how might metropolitan dailies—particularly papers *not* on your list—improve themselves to better serve their readers?

About 80% of those responding also gave answers to these questions.

We also made a less-extensive survey of media buyers and media department heads at a number of the larger U.S. advertising agencies, mailing them the same questionnaire, but adding "effectiveness as an advertising vehicle" to the list of criteria. Of 45 surveys sent out, we received 16, a return of 35%. —*R.G.G.*

The Big Ten

First place votes in parentheses. Each first place vote was worth 10 points; second place, 9; third place, 8, etc.

	Paper	Total points
1	New York Times (67)	908
2	Washington Post (5)	698
3	Los Angeles Times (2)	637
4	Wall Street Journal (15)	508
5	Boston Globe (1)	254
6	Chicago Tribune (1)	248
7	Miami Herald (2)	228
8	Philadelphia Inquirer (1)	222
9	Louisville Courier-Journal (2)	219
10	Christian Science Monitor (1)	217

The Courier-Journal
Major expansion of CIA's Latin role likely, officials say
2 Israeli ministers dispatched to U.S. for talks on Lebanon
Heat peril subsides slightly, but 4 more deaths reported

THE CHRISTIAN SCIENCE MONITOR
Assessing an age of emancipation: progress and dangers
Administration sees progress toward negotiations in Central America

and journalism teachers conducted by Michael Emery, journalism historian and director of the Media Research Institute, California State University, Northridge. Mr. Emery, who received 610 responses from a mailing of more than 3,000, found his ranking to be *New York Times, Wall Street Journal, Washington Post, Los Angeles Times, Chicago Tribune* and *Christian Science Monitor.* These six were followed, "in no particular order," by the *Philadelphia Inquirer, Boston Globe* and *Miami Herald.* (Detailed results of Mr. Emery's study will be contained in the 1984 edition of his journalism textbook, "The Press and America," and also is available in a monograph titled "America's Leading Daily Newspapers," published by News & Features Press, Indianapolis, Ind. 46220).

Over-all, we were pleased by the positive reaction to our poll. There were some naysayers, however. One Idaho professor returned a blank questionnaire, saying that such rankings are, "at best, an exercise in sophism." A Montana professor likewise sent back a blank ballot, saying: "Such lists are invalid. How can I possibly pick the top 10 dailies when I do not read all of the 1,730 dailies in the United States?"

A more constructive comment came from a Virginia journalism faculty member, who was concerned that we would get only large papers in our top 10 (which was basically true). He suggested we take state-by-state polls in three categories: Metro dailies, smaller dailies and weeklies. An ambitious project, but one worth consideration.

Then there was the New Mexico professor who bristled at this statement in our cover letter: "We are going to journalism educators because we feel that as a group you are the most knowledgeable about the relative merits of papers across the country."

His reply: "I would say this is sheer nonsense! Most journalism educators know as little about newspapering as newspaper publishers." Having thus vented himself, he filled out the questionnaire and returned it.

Following are the top 10 from our survey, with their most recent circulations (ABC six-month figures ending March 31, 1983).

1 *New York Times* (daily 963,443; Sunday, 1,563,531). When we first contemplated this survey, we fully expected the *Times* to be its over-all winner, but we were surprised by the size of its victory margin. In addition to getting two-thirds of the first-place votes, it was listed in the top 10 of all but a handful of ballots, piling up a total of 908 points, far outdistancing the No. 2 *Washington Post.*

The *Times* seems to have attained "unknockable" status with the journalism professors. They praised it as "the best of our daily newspapers because of the thoroughness of its coverage," as "our only newspaper of record" and for "high standards of coverage." The only criticisms—and they were slight—were in the area of makeup and design.

Times circulation in the last year jumped 16,000 daily (1.7%) and 39,000 Sunday (2.6%). About one-third of the paper's Sunday circulation and one-fourth of its daily circulation are outside the New York metropolitan area.

2 *Washington Post* (daily, 747,676; Sunday, 1,005,468). If the *New York Times* is the "unknockable" of the newspaper world, perhaps the *Post* is its Notre Dame football team or New York Yankees—you love 'em or hate 'em. Actually, there was more of the former from our respondents: The *Post* got by far the greatest number of second-place votes, 29, and also led in third-place mentions, with 30. Positive comments touched on the strength and thoroughness of the paper's over-all coverage and its potential (along with the *Times*) to become a truly national voice.

But there was a flip side. The paper's highly publicized and controversial recent history—beginning with Watergate and its attendant hoopla and continuing through the Janet Cooke episode and the gaffe in which a *Post* column erroneously charged the Carter administration had bugged the Blair House when the Reagans were living there before moving into the White House—has made the *Post* something of a target. One faculty member, who ranked the paper sixth, said he faulted it for "arrogance." Another, slotting it No. 10, added, "better if it had a good editor," an apparent reference to the *Post's* outspoken executive editor, Benjamin Bradlee.

The *Post*, which dominates its market like few other metropolitan papers, saw daily circulation slip slightly in the last ABC audit, although Sunday sales zoomed by 20,000, cracking the million mark.

3 *Los Angeles Times* (daily, 1,060,588; Sunday, 1,342,720). The West's best paper was our solid No. 3 finisher. Few respondents had specific comments about the *Times*, though, other than to praise its over-all quality and its strength as a great regional paper. Not surprisingly, it drew its greatest support from faculty members at western colleges and universities, who cumulatively ranked it No. 2, while it finished third in the South and Midwest, fourth in the East. But one of the *Times'* two first-place votes came from a teacher in Indiana, who called it "far superior to the others." Daily, the *Times* slipped some 2,000 in circulation in the most-recent audit, but its Sunday numbers jumped by an impressive 25,000.

4 *Wall Street Journal* (daily, 2,036,789). In designing our questionnaire, we purposely omitted any mention of the *Journal*, the *Christian Science Monitor* and *USA Today*, not wanting to prejudice respondents in one direction or another. We wanted them to rate these national papers as they saw fit, giving whatever weight they chose to our various criteria.

The result was that the *Journal* finished second in number of first-place votes with 15 but was left off many lists altogether by faculty members who wrote they liked the paper but felt it didn't fully qualify. Indeed, America's best-selling daily does not contain several of the elements we listed as criteria—sports sec-

(Continued on Page M-64)

The Second Ten

First-place votes in parentheses

11. Milwaukee Journal (1)
12. St. Petersburg Times
13. USA Today (3)
14. St. Louis Post-Dispatch
15. Baltimore Sun
16. Long Island Newsday
17. Detroit Free Press
18. Chicago Sun-Times
19. Dallas Morning News
20. Dallas Times Herald

Media buyer rankings

In our minipoll of agency media executives and buyers, we received 16 responses out of 45 sent out. The questionnaire was identical to that received by journalism professors except for the addition of one criterion—"effectiveness as an advertising vehicle." The ranking was similar to that of the faculty members in that the *New York Times* ran away with the race, getting all 16 first-place votes (even though the respondents were fairly evenly drawn from agencies in the East, Midwest and West Coast). The *Washington Post* and *Los Angeles Times* finished second and third, as in our larger poll, but the *Chicago Tribune*, sixth among journalism educators, was ranked No. 4 by the media executives. The ranking:

1. New York Times
2. Washington Post
3. Los Angeles Times
4. Chicago Tribune
5. Wall Street Journal
6. Boston Globe
7. Atlanta Journal/Atlanta Constitution
8. (Tie) Miami Herald
   Philadelphia Inquirer
10. San Francisco Chronicle

Note: Many respondents listed the Atlanta papers jointly.

A cure for Fleet St. fatigue?

United Kingdom

By Sean Milmo

News of the business of newspapers seems to be the order of the day. And when that news is good, you can hear the cheers through the din of the rolling presses.

For the national newspapers of the United Kingdom, those cheers could be heard quite clearly, thank you, when it was announced that the common stock of Reuters, the news and financial information service company, would be floated for the first time on the London and New York Stock Exchanges early next year.

The national newspapers, you see, own 41% of Reuters, whose value has risen to $1.5 billion as a result of the phenomenal success of its computerized business data enterprise. The rest of Reuters' shares are held by the U.K.'s provincial newspapers and Australian and New Zealand publishers.

As one newspaper owner puts it: "It was as if we had discovered oil at the bottom of the garden."

For instance, Rupert Murdoch's News International, owner of four national papers, including the *Times* of London, could pocket as much as $150 million as a result of the shares sale; Associated Newspapers, with the largest share, 12.2%, stands to gain $180 million.

Alas, there is still some bad news in the business of these newspapers, which are based on or around London's Fleet St. Many pundits expect that the windfall—this oil at the bottom of the garden—will make little difference to the struggles Fleet Street has had over the past two or three decades in making money.

Extra reserves of cash will do little, in particular, to sort out the chronic industrial relations difficulties that have dogged the national press since before the last war.

"If lack of money were the cause of its labor troubles, Fleet Street would have solved them long ago because it's never been exactly short of cash," says Conon Fahy, an analyst at Teather & Greenwood, London. "The Reuters deal is in that respect irrelevant."

The shares' deal could even make matters worse, says Harold Lind, an economist specializing in the media. "It will take the pressure off them to do something," Mr. Lind says. "Once they've spent the money their difficulties will return in an even more critical form."

The lastest crippling industrial dispute closed the *Financial Times* for 10 weeks in July and August, costing its owner, Pearson Longman, $15 million. The dispute centered on differences among groups of workers running the printing machines.

Over the years, the power of the unions on Fleet Street has prevented the newspaper owners from attempting to reduce staff costs by introducing new technology. A move to cut labor at the *Sunday Times* and the *Times*, for instance, led to the papers' closure for nine months four years ago.

In July, the *Times* had to suspend a multi-million-dollar tv advertising campaign because the management was unable to reach agreement with the unions to produce more copies to meet the expected increase in sales.

"But for the chronic overmanning, national newspapers would be a highly profitable business," says Mr. Lind. Two years ago Fleet Street made $12 million in profit on revenues of $4.5 billion.

The Reuters shares, in view of the situation, could enable the publishers to set up printing centers away from Fleet Street or produce regional editions via satellite. But such is the strength of the print unions that they would still have a grip on the printing and distribution.

Some owners may use the money instead to diversify into cable tv and other media. "But most are likely to put it in the bank to save for a rainy day," says Peter Clarke, secretary-general of the U.K. Market Research Society and an expert on trends in the newspaper industry.

Or, as one analyst says: "Anyone sensible would take the cash and get the hell out of the place. But owning a Fleet Street newspaper has too many kudos. For any tycoon it's far more exciting than making baked beans or biscuits. Besides it brings knighthoods and regular visits to Downing Street [home of the Prime Minister]."

The last proprietor to be raised to the peerage was Lord Matthews, head of Fleet Holdings Ltd., owner of the *Daily Express* and *Daily Star*. Formerly a surveyor, he helped create the Trafalgar Construction and shipping group before moving into Fleet Street in the mid-1970s.

Besides the prestige, an-

(Continued on Page M-16)

Sean Milmo is an Advertising Age *correspondent based in London.*

Widely circulated

The world's 10 largest dailies by circulation

Paper	Country	Circulation
Pravda	Soviet Union	10,700,000
Yomiuri Shimbun	Japan	8,319,512
Renmin Ribao	People's Republic of China	7,000,000
Mainichi Shimbun	Japan	6,944,604
Asahi Shimbun	Japan	6,349,606
Bild	West Germany	5,759,000
The Sun	United Kingdom	4,152,891
Daily Mirror	United Kingdom	3,344,299
Wall Street Journal	United States	2,036,789
Daily Express	United Kingdom	2,020,653

Source: Editor & Publisher Yearbook, 1983

THE GUARDIAN

INLA on run as hostages freed

Andropov wants to prevent weapons race in outer space

British Rail seeks 17,000 job cuts

Crowd control plan to beat hooligans

Tebbit woos TUC

Threat to Nixon plan

"Our managers know relocation makes sense. But will they come with us?"

CND sacks youth section leaders

The Guardian *has done well with up-market recruitment ads.*

THE TIMES

Rush for A-plates brings record August car sales

Yorver in the streets of Pakistan

Lowest exports this year put Britain in the red

Reich appeals for stronger Alliance

Yachtsman knocked out by collision

Aviation Centre for sale by Fraser

Yesterday signed for hello-adieu victory

The date the dinosaur died leads to sharp words

The Times *has had its share of labor troubles in recent years.*

Daily Mail

Call for action as Minister gets dossier

MPs NAMED IN CHILD SEX SMEAR

Mob drags off PC in a noose

Captain Courage is home

The Daily Mail *has had a Sunday companion for the last year.*

Top 30 national ad performers in 1982

Once again, *Newsday*, the Times Mirror Co. of Long Island, N.Y., showed it knows how to get its share of national advertising.

As it did in 1981, *Newsday* ranked as the No. 1 performer in obtaining general and automotive national ads in 1982, according to figures compiled by Media Records. The paper, in fact, outdistanced the rest of the pack by a considerable margin.

Listed on this page are the top 30 performers for 1982, as determined by Media Records. Each entry contains the following information:

- A performance index noted below the paper's name. The index was determined by adding the paper's increase in national ad pages from 1981 to 1982 with the percentage of that increase. The sum was then compared with the performance of the 134 newspapers Media Records studied. For instance, *Newsday* registered an increase of 546 ad pages, representing a 9.34% increase. The sum of 546 and 9.34 is 555.34. The average for all 134 newspapers was 35 plus 1.72, or 36.72. *Newsday's* 555.34 was then divided by 36.72% to arrive at a performance index of 1,512.4
- Number of national ad pages recorded in 1982.
- Gain in national ad pages, 1982 vs. 1981.
- Percentage gain in national ad pages, 1981 vs. 1980, rounded off to the nearest tenth of a percentage point.
- The newspaper's daily and Sunday circulations, according to Audit Bureau of Circulations' FAS-FAX report for the six-month period ending March 31, 1983 (or, if not available, the newspaper's own figures were used).
- Percentage gain in circulation, as compared with the year-earlier figure.
- The paper's publication frequency.
- The paper's ownership.
- The location of the paper's advertising and main editorial offices.

1 Newsday

1,512.4

1982 ad pages 6,391
Gain over 1981 546
% gain 9.3
Circulation (daily) 525,217
% gain (loss) over 1981 ..... 2.2
Circulation (Sunday) 595,156
% gain (loss) over 1981 ..... 2.2
Cycle: Evening, Sunday
Owner: Times Mirror Co.
Offices: Long Island, N.Y.

2 New York Post

1,214.0

1982 ad pages 2,987
Gain over 1981 429
% gain 16.8
Circulation (daily) 961,044
% gain (loss) over 1981 ..... 6.2
Circulation (Sunday) ..... NA
% gain (loss) over 1981 ..... NA
Cycle: All-day (no Sunday)
Owner: News America Publishing
Offices: New York

3 Rocky Mountain News

1,010.2

1982 ad pages 3,996
Gain over 1981 361
% gain 9.9
Circulation (daily) 324,320
% gain (loss) over 1981 ..... 3.7
Circulation (Sunday) 358,978
% gain (loss) over 1981 ..... 6.9
Cycle: Morning, Sunday
Owner: E.W. Scripps Co.
Offices: Denver

4 Camden Courier-Post

1,009.3

1982 ad pages 1,537
Gain over 1981 342
% gain 28.6
Circulation (daily) 124,246
% gain (loss) over 1981 ..... (3.3)
Circulation (Sunday) 114,309
% gain (loss) over 1981 ..... 3.4
Cycle: Evening, Sunday
Owner: Gannett Co.
Offices: Camden, N.J.

5 Asbury Park Press

831.4

1982 ad pages 1,857
Gain over 1981 287
% gain 18.3
Circulation (daily) 117,872
% gain (loss) over 1981 ..... 4.4
Circulation (Sunday) 168,375
% gain (loss) over 1981 ..... 6.1
Cycle: Evening, Sunday
Owner: Independent
Offices: Asbury Park, N.J.

6 Dallas Times Herald

671.3

1982 ad pages 2,732
Gain over 1981 237
% gain 2.4
Circulation (daily) 272,870
% gain (loss) over 1981 ..... 2.0
Circulation (Sunday) 360,639
% gain (loss) over 1981 ..... 2.3
Cycle: All-day, Sunday
Owner: Times Mirror Co.
Offices: Dallas

7 St. Petersburg Times

664.0

1982 ad pages 2,194
Gain over 1981 232
% gain 11.8
Circulation (daily) 274,008
% gain (loss) over 1981 ..... 5.5
Circulation (Sunday) 344,649
% gain (loss) over 1981 ..... 7.1
Cycle: Morning, Sunday
Owner: Times Publishing Co.
Offices: St. Petersburg, Fla.

8 Syracuse Herald Journal

588.2

1982 ad pages 1,904
Gain over 1981 204
% gain 12.0
Circulation (daily) 104,523
% gain (loss) over 1981 ..... (2.9)
Circulation (Sunday) 229,364
% gain (loss) over 1981 ..... (2.1)
Cycle: Morning, Sunday (Herald American)
Owner: Newhouse Newspapers
Offices: Syracuse, N.Y.

9 Houston Post

579.8

1982 ad pages 2,497
Gain over 1981 204
% gain 8.9
Circulation (daily) 395,786
% gain (loss) over 1981 ..... 5.0
Circulation (Sunday) 456,355
% gain (loss) over 1981 ..... 3.7
Cycle: Morning, Sunday
Owner: H&C Communications
Offices: Houston

10 Honolulu Star-Bulletin

553.7

1982 ad pages 1,618
Gain over 1981 190
% gain 13.3
Circulation (daily) 114,207
% gain (loss) over 1981 ..... 1.3
Circulation (Sunday) 199,673
% gain (loss) over 1981 ..... 0.2
Cycle: Evening, Sunday (Star-Bulletin & Advertiser)
Owner: Gannett Co.
Offices: Honolulu

11 Daily News

539.0

1982 ad pages 1,899
Gain over 1981 187
% gain 10.9
Circulation (daily) 133,672
% gain (loss) over 1981 ..... 4.8
Circulation (Sunday) 149,503
% gain (loss) over 1981 ..... 7.5
Cycle: Morning, Sunday
Owner: Tribune Co.
Offices: Van Nuys, Cal.

12 Philadelphia Daily News

516.6

1982 ad pages 2,034
Gain over 1981 180
% gain 9.7
Circulation (daily) 295,732
% gain (loss) over 1981 ..... 15.0
Circulation (Sunday) ..... NA
% gain (loss) over 1981 ..... NA
Cycle: Evening
Owner: Knight-Ridder Newspapers
Offices: Philadelphia

13 Nashville Tennessean

428.5

1982 ad pages 428.5
Gain over 1981 149
% gain 8.3
Circulation (daily) 124,547
% gain (loss) over 1981 ..... (2.2)
Circulation (Sunday) 235,128
% gain (loss) over 1981 ..... (4.5)
Cycle: Morning, Sunday
Owner: Gannett Co.
Offices: Nashville

14 Shreveport Times

420.6

1982 ad pages 1,109
Gain over 1981 140
% gain 14.5
Circulation (daily) 81,449
% gain (loss) over 1981 ..... (3.4)
Circulation (Sunday) 114,042
% gain (loss) over 1981 ..... (5.6)
Cycle: Morning, Sunday
Owner: Independent
Offices: Shreveport, La.

15 Atlanta Journal

416.7

1982 ad pages 3,101
Gain over 1981 148
% gain 50.1
Circulation (daily) 182,524
% gain (loss) over 1981 ..... (0.9)
Circulation (Sunday) 536,280
% gain (loss) over 1981 ..... 7.5
Cycle: Evening, Sunday (Journal & Constitution)
Owner: Cox Enterprises
Offices: Atlanta

16 Providence Bulletin

415.7

1982 ad pages 2,346
Gain over 1981 146
% gain 6.6
Circulation (daily) 132,929
% gain (loss) over 1981 ..... (3.1)
Circulation (Sunday) 245,958
% gain (loss) over 1981 ..... 3.0
Cycle: Evening, Sunday (Journal)
Owner: Providence Journal Co.
Offices: Providence, R.I.

17 Philadelphia Inquirer

406.8

1982 ad pages 3,454
Gain over 1981 145
% gain 4.4
Circulation (daily) 544,777
% gain (loss) over 1981 ..... 15.5
Circulation (Sunday) 1,036,717
% gain (loss) over 1981 ..... 14.0
Cycle: Morning, Sunday
Owner: Knight-Ridder Newspapers
Offices: Philadelphia

18 San Diego Union

369.6

1982 ad pages 2,399
Gain over 1981 130
% gain 5.7
Circulation (daily) 221,446
% gain (loss) over 1981 ..... 2.4
Circulation (Sunday) 348,856
% gain (loss) over 1981 ..... 2.6
Cycle: Morning, Sunday
Owner: Copley Newspapers
Offices: San Diego

19 Newark Star-Ledger

350.7

1982 ad pages 2,260
Gain over 1981 345
% gain 4.4
Circulation (daily) 429,110
% gain (loss) over 1981 ..... 3.3
Circulation (Sunday) 630,893
% gain (loss) over 1981 ..... 4.1
Cycle: Monday, Sunday
Owner: Newhouse Newspapers
Offices: Newark, N.J.

20 Knoxville News-Sentinel

344.9

1982 ad pages 1,204
Gain over 1981 116
% gain 10.7
Circulation (daily) 99,011
% gain (loss) over 1981 ..... (1.9)
Circulation (Sunday) 162,825
% gain (loss) over 1981 ..... 1.7
Cycle: Evening, Sunday
Owner: E.W. Scripps Co.
Offices: Knoxville, Tenn.

21 New York Times

344.3

1982 ad pages 8,777
Gain over 1981 125
% gain 1.4
Circulation (daily) 963,443
% gain (loss) over 1981 ..... 1.7
Circulation (Sunday) 1,563,531
% gain (loss) over 1981 ..... 2.5
Cycle: Morning, Sunday
Owner: New York Times Co.
Offices: New York

22 Houston Chronicle

307.2

1982 ad pages 2,963
Gain over 1981 109
% gain 3.8
Circulation (daily) 438,831
% gain (loss) over 1981 ..... 11.5
Circulation (Sunday) 528,831
% gain (loss) over 1981 ..... 9.9
Cycle: All-day, Sunday
Owner: Houston Chronicle Publishing
Offices: Houston

23 San Antonio Light

306.9

1982 ad pages 1,302
Gain over 1981 104
% gain 8.7
Circulation (daily)* 123,489
% gain (loss) over 1981 ..... NA
Circulation (Sunday)* 187,347
% gain (loss) over 1981 ..... NA
Cycle: Evening, Sunday
Owner: Hearst Corp.
Offices: San Antonio

24 Baltimore Sun

299.9

1982 ad pages† 1,360
Gain over 1981 102
% gain 8.1
Circulation (daily) 178,250
% gain (loss) over 1981 ..... (0.7)
Circulation (Sunday) 393,621
% gain (loss) over 1981 ..... 2.8
Cycle: Morning
Owner: A.S. Abell Co.
Offices: Baltimore

25 Washington Post

279.7

1982 ad pages 3,781
Gain over 1981 100
% gain 2.7
Circulation (daily) 747,676
% gain (loss) over 1981 ..... (1.7)
Circulation (Sunday) 1,005,468
% gain (loss) over 1981 ..... 2.0
Cycle: Morning, Sunday
Owner: Washington Post Co.
Offices: Washington

26 Register

262.0

1982 ad pages 2,279
Gain over 1981 92
% gain 4.2
Circulation (daily) 258,901
% gain (loss) over 1981 ..... 2.9
Circulation (Sunday) 288,906
% gain (loss) over 1981 ..... 1.0
Cycle: All-day, Sunday
Owner: Freedom Newspapers
Offices: Santa Ana, Cal.

27 Los Angeles Times

252.2

1982 ad pages 5,800
Gain over 1981 91
% gain 1.6
Circulation (daily) 1,060,588
% gain (loss) over 1981 ..... (0.2)
Circulation (Sunday) 1,342,720
% gain (loss) over 1981 ..... 1.9
Cycle: Morning, Sunday
Owner: Times Mirror Co.
Offices: Los Angeles

28 Evansville Press

242.3

1982 ad pages 871
Gain over 1981 79
% gain 10.0
Circulation (daily) 41,450
% gain (loss) over 1981 ..... (4.3)
Circulation (Sunday) 117,210
% gain (loss) over 1981 ..... 0.4
Cycle: Evening, Sunday (Courier & Press)
Owner: E.W. Scripps Co.
Offices: Evansville, Ind.

29 Erie Daily Times

236.3

1982 ad pages 866
Gain over 1981 77
% gain 9.8
Circulation (daily) 46,375
% gain (loss) over 1981 ..... (7.2)
Circulation (Sunday) 98,782
% gain (loss) over 1981 ..... 2.3
Cycle: Evening, Sunday (Times-News)
Owner: Mead Newspapers
Offices: Erie, Pa.

30 Charlotte Observer

219.2

1982 ad pages 1,769
Gain over 1981 76
% gain 4.5
Circulation (daily) 171,383
% gain (loss) over 1981 ..... 12.8
Circulation (Sunday) 246,626
% gain (loss) over 1981 ..... 2.0
Cycle: Morning, Sunday
Owner: Knight-Ridder Newspapers
Offices: Charlotte, N.C.

*Six months ended Sept. 30, 1982
†Linage for Sunday edition not included

The study on this page has been compiled by Media Records Inc., New York, for exclusive publication by Advertising Age Magazine. The data may not be duplicated, reprinted or republished in whole or in part without explicit permission from Media Records Inc.

Coming

Next week Advertising Age Magazine's special report will focus on Healthcare Marketing.

The Top Ten

(Continued from Page M-5)

tion, feature sections, photography, color graphics, local news coverage. But this didn't deter the majority of our contributors; 70% of them listed the *Journal* in their top 10.

The most often mentioned strength of the paper was the high quality of its writing. Some sample comments: "Over-all it contains the freshest news, presented engagingly for literate readers"; "the *Journal* makes the list because its major news stories are so well written" and "its writing makes up for its lack of graphics."

"Metro dailies could insure success by emulating Gene Roberts of the *Inquirer* by broadening their definition of significant news, building intelligent, aggressive staffs. . . ."

5 ***Boston Globe*** **(daily, 507,791; Sunday, 778,876).** The *Globe* finished first among the six papers tightly bunched between sixth and 10th place in our balloting, barely edging the *Chicago Tribune*. Interestingly, the *Globe* was stronger in the Far West, where teachers placed it fifth, than its "home precincts," the East, where it finished sixth.

A survivor of the rough-and-tumble competition in a city once known for its large number of daily papers, the *Globe* steadily has risen into the ranks of the country's most respected papers, evidenced in part by its numerous recent Pulitzers and other prizes. Today the *Globe's* principal competitor is the city's only other remaining metro daily, the struggling, Murdoch-owned *Herald* (formerly *Herald-American*); the *Globe* holds a 2-to-1 circulation lead daily and more than 3-to-1 on Sunday.

6 ***Chicago Tribune*** **(daily, 756,877; Sunday, 1,127,778).** Like the *Globe*, the *Tribune* has enjoyed a growing reputation in recent years. The reactionary and isolationist Republicanism that permeated the paper during the long reign of its legendary publisher, Col. Robert R. McCormick (who died in 1955), has been replaced by a more moderate editorial policy. But beyond that, the *Tribune* has steadily improved its coverage, streamlined its design and vastly upgraded its feature sections. Again like the *Globe*, it also has scored well in recent Pulitzer competitions. But unlike the *Globe* and most of the other top 10 papers, the *Tribune* finds itself locked in a fierce competitive battle on its home turf. The opponent: The feisty *Sun-Times*, which finished 18th in our survey and which continues to make inroads on the *Tribune's* longtime circulation and advertising dominance.

In our survey, the *Tribune* was cited for being a newspaper that takes naturally to its role as a strong regional daily and also was singled out for strong graphics. One critic, however, said, "I would not put the *Tribune* on the list because it tends to pass up too much local news, except politics and crime. For the size of the staff it has, it's not as good as it should be."

7 ***Miami Herald*** **(daily, 443,223; Sunday, 533,539).** Long considered by many to be the strongest newspaper in the South, the *Herald* got particularly high marks from respondents for its renowned Latin American reporting, although it also was cited on several ballots for good over-all coverage. One of the two who gave it a first-place vote was a midwesterner, who said, "I have ranked the *Herald* first on the grounds that it covers its circulation area better—more completely, aggressively and imaginatively—than just about any other metro paper."

The *Herald* may be a prophet without honor, however. While it finished seventh in ballots from both the East and Midwest, it was only 11th on questionnaires received from the South, behind the neighboring *St. Petersburg Times*, which placed ninth on southern ballots and 12th over-all.

8 ***Philadelphia Inquirer*** **(daily, 544,777; Sunday, 1,036,717).** Judging from our ballots, the *Inquirer* would seem to merit the title as most-improved major U.S. daily in recent years. One said, "The *Inquirer* is especially noteworthy for its degree of improvement in a decade or less." From another: "Metropolitan dailies could insure their survival by emulating Gene Roberts of the *Inquirer* [by] broadening their definition of significant news, building intelligent, aggressive staffs and then spending the money to provide quality coverage."

Indeed, Mr. Roberts has built the *Inquirer* into a formidable presence during his tenure as executive editor. It has gotten wide praise for its over-all reporting and writing, and its coverage of the Three Mile Island nuclear debacle was a journalistic *tour de force*.

Inquirer circulation took a big jump last year, helped greatly by the death of the *Philadelphia Bulletin*. The daily increase was more than 15%, with Sunday sales up 14%.

9 ***Louisville Courier-Journal*** **(daily, 181,245; Sunday, 333,232).** For decades, the *Courier-Journal* has made top 10 lists compiled by various sources (see accompanying story), and our respondents continue to agree. Located in a medium-size regional city, the *Courier* has consistently proven itself to have national stature.

Like many papers in shrinking cities, however—Louisville proper suffered a 28% population drop from 1970 to 1980—the *Courier-Journal* fights a constant numbers battle.

Last year it held almost even in daily sales, losing more than 1,000, while Sunday circulation was up 8,600—a gain of more than 2.5%.

10 ***Christian Science Monitor*** **(daily, 149,913).** Recent times have not treated the stately *Monitor* kindly. Circulation plummeted from about 200,000 to 150,000 in only a decade, and the Boston-based national daily, now downsized to a tabloid, has undergone stringent economies.

However, our survey shows respect for the paper's quality remains high. It was in the top 10 in about 30% of our responses, and the one teacher who listed it No. 1 said he did so "not for flossy extras such as the bigger papers can afford, but because it's the *only* paper (in my opinion) that offers a truly objective, impartial approach.

"In an era of advocacy journalism, it is the only paper that gives both sides of an issue in a fair manner."

The *Monitor's* new editor, Katherine Fanning, comes from the *Anchorage Daily News*, where circulation grew fourfold during her tenure as publisher. Her avowed goal at the *Monitor* is to revitalize the church-based paper founded by Mary Baker Eddy in 1908. It is a noble charge, but also one of the toughest challenges facing an American journalist today.

Katherine Fanning of the *Christian Science Monitor*: Her avowed goal of revitalizing the paper is one of the toughest challenges facing an American journalist today.

'Most talked-about' paper

Not only did Gannett Co.'s year-old national daily, *USA Today*, finish a respectable 13th in our poll, it also was the most frequently mentioned paper in the survey's open-ended questions. A sampling of comments:

- "*USA Today* is setting trends which are bound to be and already are being copied by much of its opposition. Although it has been widely criticized and highly feared, it is a tremendously readable newspaper and represents what I think many of the better newspapers of the future will look like." (Claude Sumerlin, Henderson State University, Arkadelphia, Ark.)
- "*USA Today*, with its emphasis on concise reporting, color and graphics, does well what it has set out to do." (Donald F. Brod, Northern Illinois University, De Kalb)
- "*USA Today* should be cited for layout and design, innovations and sports. Otherwise, to me—it's very thin." (Mary A. Gardner, Michigan State University, East Lansing)
- "Stories are maddeningly short, but makeup is attractive and things like the weather map and the focus-on-one-issue editorial page are very good." (E.A. Nickerson, University of Delaware, Newark)

- "The afternoon papers have to compete with suburban afternoons, as well as television, and are hurt, I believe, by the three national papers, especially *USA Today*." (Edwin R. Bayley, dean, graduate school of journalism, University of California, Berkeley)

Other polls, other years

Ranking U.S. daily newspapers has been a popular sport for years. Whatever else it proves, it makes interesting reading and stimulates discussion about the state of the press.

Time did "Top 10" articles in 1964 and 1974 based on opinions of its editors and correspondents (see accompanying chart), and Edward L. Bernays, a Boston public relations man, polled more than 100 publishers in 1970. Mr. Bernays' poll listed the *New York Times* on top, with mentions on more than 60% of the ballots. After the *Times* came the following papers: *Los Angeles Times* (50% or more); *Louisville Courier-Journal, St. Louis Post-Dispatch* and *Washington Post* (40% or more); *Christian Science Monitor, Milwaukee Journal* and *Miami Herald* (30% or more), and *Chicago Tribune* and *Wall Street Journal* (20% or more).

During the last year, Michael Emery, a journalism historian and director of the Media Research Institute at California State University, Northridge, polled publishers, editors and educators, receiving some 600 responses. The top papers in Mr. Emery's study also are listed in the chart.

California State, Northridge, study ('82-'83)

1. New York Times
2. Wall Street Journal
3. Washington Post
4. Los Angeles Times
5. Chicago Tribune
6. Christian Science Monitor

(next three grouped together)

Philadelphia Inquirer
Boston Globe
Miami Herald

(next six grouped together)

St. Petersburg Times
Newsday
Atlanta Constitution
Louisville Courier-Journal
Milwaukee Journal
St. Louis Post-Dispatch

***Time* Top 10 ('74)**
(alphabetical order)

Boston Globe
Chicago Tribune
Los Angeles Times
Louisville Courier-Journal
Miami Herald
Milwaukee Journal
Newsday
New York Times
Wall Street Journal
Washington Post

***Time* Top 10 ('64)**
(alphabetical order)

Baltimore Sun
Cleveland Press*
Los Angeles Times
Louisville Courier-Journal
Milwaukee Journal
Minneapolis Tribune†
New York Daily News
New York Times
St. Louis Post-Dispatch
Washington Post

*No longer published
†Merged with the Minneapolis Star to form Minneapolis Star & Tribune

ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*September*

	Current month 1983	Current month 1982	Year-to-date 1983	Year-to-date 1982
— Art & antiques —				
American Artist	53.3	59.1	565.9	498.3
Antiques	161.0	176.0	1,136.9	1,288.6
Art & Antiques (6X)	60.5	64.0	325.9	314.3
Art in America (11X)	131.0	105.0	872.6	864.0
Portfolio (6X)	40.2	23.0	140.2	138.7
Southwest Art	81.0	86.0	751.1	941.7
Total Group	**527.0**	**513.1**	**3,792.6**	**4,045.6**
% change	+2.7%		−6.2%	
— Auto/cycle/rec. vehicles —				
AutoWeek	63.9	60.6	1,114.6	1,207.3
Car & Driver	96.6	87.9	808.0	722.3
Car Collector & Car Classics	21.0	25.5	190.7	198.9
Car Craft	74.2	70.7	669.6	686.6
Cycle	34.3	47.2	580.7	724.2
Cycle Guide	24.6	29.8	407.6	503.1
Cycle World	24.9	28.5	498.9	574.0
Dune Buggies & Hot VWs	83.5	62.0	620.6	493.4
Family Motor Coaching	104.7	92.1	1,045.5	870.2
4 Wheel & Offroad	51.6	50.1	564.7	452.0
Four Wheeler	48.1	23.3	370.8	245.4
Hot Rod	60.1	46.3	524.9	527.6
Motorcyclist	18.4	26.2	360.9	497.9
Motor Trend	55.7	43.9	565.6	494.7
Motorhome	73.8	83.2	660.4	567.2
Pickup, Van & 4 WD	45.3	27.6	313.1	244.4
Road & Track	86.6	88.2	878.3	813.3
3 Wheeling	30.7	25.3	238.5	197.1
Trailer Life	101.6	92.1	973.0	959.0
Total Group	**1,099.5**	**990.5**	**11,386.4**	**10,978.6**
% change	+11.0%		+3.7%	
— Boating & yachting —				
Boating	116.1	110.9	1,039.6	978.2
Chesapeake Bay	26.5	25.3	243.8	230.1
Cruising World	134.3	119.3	1,213.9	1,117.2
Lakeland Boating	—	—	—	—
Motor Boating & Sailing	143.7	101.8	1,269.4	1,156.1
Sail	139.0	125.3	1,082.0	1,274.2
Sea & Pacific Skipper	55.6	72.2	614.1	665.6
Small Boat Journal	—	—	—	—
Trailer Boats	13.8	17.4	213.2	213.9
Western Boatman	19.8	—	94.8	—
Yachting	186.4	152.3	1,380.4	1,517.0
Total Group	**835.2**	**724.5**	**7,151.2**	**7,152.3**
% change	+15.2%		−0.1%	
— Canadian —				
L'Actualite	55.9	44.8	419.3	443.3
Chatelaine:				
English Edition A.	130.2	109.3	775.6	767.1
French Edition	108.7	93.4	683.9	615.1
City Woman	—	—	98.1	69.1
Equinox	47.0	30.8	196.4	120.4
Financial Post Magazine A.	43.4	42.4	280.2	328.5
Flare A.	76.3	58.5	424.2	388.8
Homemaker's Magazine	97.7	76.9	603.1	573.2
Madam Au Foyer	84.0	50.0	479.8	439.0
Macleans (52X) A.	110.3	95.7	763.0	858.0
Quest Magazine (6X) A.	40.2	33.5	250.4	279.4
Reader's Digest:				
Canadian-English A.	117.0	82.9	673.7	686.8
Canadian-French A.	87.0	78.0	605.3	662.6
Toronto Life	103.0	133.0	766.0	954.0
Vancouver	95.0	115.0	637.7	718.8
Total Group	**1,195.7**	**1,044.2**	**7,656.7**	**7,904.1**
% change	+14.5%		−3.1%	
— Civic/fraternal —				
American Legion	24.3	33.3	246.3	264.9
Elks Magazine (10X)	23.3	29.9	201.2	186.3
Kiwanis Magazine	17.7	13.5	120.1	104.2
Lion (10X)	12.0	8.7	50.4	56.2
Moose Magazine	24.0	28.0	169.0	184.0
Rotarian	16.2	12.7	109.4	116.2
V.F.W. (10X)	29.7	31.3	253.7	213.0
Total Group	**147.2**	**157.4**	**1,150.1**	**1,126.8**
% change	−6.4%		+2.0%	
— Comics —				
Archie Comic Group (6X)	—	—	40.0	40.0
DC Comics	7.0	8.0	70.5	64.0
Harvey Comic Group	—	8.0	—	72.0
Marvel Comics Group	10.0	10.0	88.0	89.5
Total Group	**17.0**	**26.0**	**198.5**	**265.5**
% change	−34.6%		−25.2%	
— General —				
American Forests	15.7	16.4	83.7	91.5
American West (6X)	18.2	36.0	125.6	138.2
The Atlantic A.	50.5	27.6	353.4	244.9
Audubon Magazine (6X)	39.7	35.6	183.1	156.5
Bon Appetit A.	77.3	107.3	634.7	690.3
Changing Times	36.0	34.4	351.8	318.0
Cuisine Magazine	41.3	23.8	311.9	309.9
Ebony	84.4	73.3	786.0	712.0
Fifty Plus	21.2	27.2	217.7	239.1
Food & Wine	40.2	38.2	307.0	223.8
Games	26.8	43.5	244.3	138.8
Geo	30.3	15.3	228.0	139.0
Gourmet	73.3	61.8	588.6	526.7
Harper's Magazine A.	15.9	20.4	148.9	159.4
Home Entertainment (6X)	36.3	—	144.3	—
Let's Live	50.6	61.3	533.3	647.9
Life	32.8	35.6	475.0	407.2
Modern Maturity (6X)	—	—	155.3	127.1
Money	116.2	104.3	953.1	899.7
Moneysworth (4X)	—	—	51.8	108.0
Mother Earth News (6X)	58.0	58.7	267.6	257.8
National Geographic	17.3	13.2	196.1	181.9
Natural History	40.0	33.5	316.5	266.1
Prevention	83.1	70.4	680.6	616.0
Psychology Today	25.7	30.2	232.6	294.4
Reader's Digest A.	72.6	71.5	678.7	726.3
Saturday Evening Post (9X)	47.7	46.3	282.0	289.3
Signature	52.2	48.4	469.3	439.4
Smithsonian	83.4	68.6	615.0	641.1
Success	30.7	29.5	302.2	247.0
Town & Country	202.5	194.1	1,151.0	1,103.4
Travel/Holiday	36.1	38.7	361.0	408.6
Travel & Leisure	76.5	92.3	749.9	753.7
Video	58.3	69.3	543.7	489.7
Video Review	65.3	61.2	565.6	533.2
Writers Digest	43.7	26.7	239.9	196.3
Yankee	110.9	104.4	700.5	675.8
Total Group	**1,910.7**	**1,819.0**	**15,229.7**	**14,398.0**
% change	+5.0%		+5.7%	
— Home —				
Americana (6X)	48.3	44.1	175.5	168.9
Architectural Digest A.	140.8	173.1	1,046.1	1,092.9
Better Homes & Gardens	117.3	117.6	923.5	967.6
Colonial Homes (6X)	73.1	86.0	306.9	321.8
Country Journal	48.5	62.3	380.8	387.9
Country Living	64.2	67.1	437.9	285.9
Dallas/Ft. Worth Home & Garden	61.6	57.3	585.1	477.7
Early American Life (6X)	34.6	40.8	136.6	152.3
Family Food Garden (6X)	—	—	277.1	217.3
Family Handyman (10X) A.	83.9	76.4	522.3	496.8
Flower & Garden (6X)	—	—	165.1	190.0
Home	50.0	38.9	325.5	240.7
The Homeowner (6X)	34.0	26.0	140.0	121.0
Horticulture	—	—	—	—
House Beautiful	99.0	101.3	723.2	645.7
House & Garden	72.5	80.8	531.4	748.6
Houston Home/Garden	101.7	115.4	873.7	978.5
Metropolitan Home	56.6	74.1	478.8	547.0
New Shelter (9X)	63.6	58.2	339.0	292.9
1001 Home Ideas	39.5	31.4	276.6	222.8
Organic Gardening	77.1	73.8	650.6	616.5
Phoenix Home/Garden	48.0	40.5	394.9	422.6
San Diego Home/Garden	71.7	58.5	605.5	477.0
Southern Accents (4X)	—	—	231.4	241.9
Southern Living	129.1	118.6	1,101.7	1,083.4
Sunset Magazine A.	135.4	130.6	1,194.3	1,166.7
Texas Homes	76.4	67.9	622.4	679.8
Workbench (6X)	77.5	75.4	322.8	311.8
Total Group	**1,804.4**	**1,816.1**	**13,768.7**	**13,556.0**
% change	−0.6%		+1.5%	
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	76.1	120.1
Alaskafest	51.3	43.8	413.5	359.2
American Way	103.3	94.9	794.4	643.5
East/West Network:				
Amtrak Express	42.2	37.3	362.5	332.0
Continental	66.8	56.0	557.3	475.9
Eastern Review	119.2	85.0	887.2	691.1
Ozark	45.0	41.3	396.6	367.1
PSA Magazine	102.8	92.8	771.4	736.8
Pan Am Clipper	48.2	39.7	373.3	348.4
Republic Scene	65.7	52.2	487.3	137.5
United	119.7	88.0	831.3	660.1
USAir	74.2	68.2	538.5	400.7
Western's World	66.5	50.1	530.6	123.1
Halsey Publications:				
Air Cal	46.3	—	344.1	—
Delta Sky	76.7	52.3	574.3	429.1
Skylite	19.8	18.0	152.9	70.0
Hawaii	14.6	17.0	152.4	185.4
Pace (6X)	36.8	47.5	206.2	168.2
Spirit of Aloha	15.4	18.4	148.9	180.2
Southwest Airlines	87.5	107.1	871.9	845.1
Webb Publications:				
Frontier	35.0	42.8	312.0	349.5
Northwest Orient	44.7	38.0	319.9	256.9
TWA Ambassador	53.7	62.7	451.0	425.7
Total Group	**1,335.4**	**1,153.1**	**10,553.6**	**8,305.6**
% change	+15.8%		+27.0%	
— Men's —				
Esquire A.	133.2	108.7	808.5	533.3
Firehouse Magazine	90.7	84.5	423.5	404.7
Gentlemen's Quarterly A.	233.0	220.1	952.2	912.1
Penthouse A.	46.6	45.9	506.8	509.7
Playboy A.	71.4	81.8	726.8	907.1
Total Group	**574.9**	**541.0**	**3,417.8**	**3,268.9**
% change	+6.2%		+4.6%	
— Metropolitan —				
Aloha (6X)	40.2	23.0	140.2	138.7
Atlanta	67.4	87.1	472.7	587.2
Baltimore	64.8	64.3	518.9	503.5
Boston	146.4	161.0	1,146.2	1,105.3
California	78.4	86.9	579.7	605.8
Charlotte (10X)	21.0	23.0	244.6	155.6
Chicago	183.5	176.2	1,201.1	1,204.9
Chicago's North Shore	95.2	70.6	718.0	577.9
Cincinnati	58.1	61.5	454.2	478.9
Cleveland	108.0	105.0	648.0	575.0
Coast (36X)	293.6	305.1	2,401.4	2,428.9
Columbus Monthly	85.3	76.1	614.0	657.9
Commonwealth	39.3	56.9	253.9	568.7
Connecticut	69.3	70.5	656.4	663.9
Country Magazine	40.5	28.7	257.9	214.4
County Life	51.0	60.0	403.4	148.0
D/Magazine, Dallas/Ft. Worth	147.4	121.1	998.5	984.9
Denver	37.2	36.1	298.6	318.8
Exclusively Yours, Wisconsin	111.3	115.4	616.8	652.1
Grand Rapids	114.7	46.5	486.9	380.0
Gulfshore Life (10X)	—	—	406.7	447.5
Honolulu	58.1	61.1	552.6	566.3
Houston City	85.8	72.1	607.7	583.4
Indianapolis	43.8	40.6	418.0	466.1
Kansas City	27.2	31.4	256.7	216.0
Long Island Life	30.0	60.0	255.0	251.0
Los Angeles	221.0	191.0	1,679.5	1,728.0
Louisiana Life (6X)	84.1	82.4	357.8	305.0
Madison	51.8	49.0	402.8	362.0
Miami	82.8	70.3	752.5	770.0
Milwaukee	31.5	35.5	153.0	260.3
Minneapolis/St. Paul	91.4	92.7	672.9	632.9
Monthly Detroit	62.1	64.5	505.0	468.2
Nashville	42.0	46.0	397.0	406.0
New Jersey Monthly	50.5	58.4	451.8	488.9
New Mexico	25.5	34.0	219.6	265.7
Ohio	106.7	82.1	508.4	392.6
Oregon	30.0	16.7	199.4	178.5
Orlando	83.8	73.3	779.9	614.5
Pacific Northwest (10X)	24.1	23.5	182.3	223.6
Palm Beach Life	35.3	42.5	251.0	288.0
Palm Springs Life	253.0	231.0	1,063.7	1,062.0
Philadelphia	141.7	136.8	1,095.8	1,084.1
Phoenix	74.7	64.6	686.5	700.4
Pittsburgh	69.8	57.9	513.5	417.8
St. Louis	74.0	68.7	496.0	575.2
San Diego	145.1	142.0	1,192.8	1,152.9
San Francisco	62.2	51.0	532.4	433.4
San Francisco Focus	43.7	38.6	378.5	319.9
Shenandoah/Va. Town&Country (6X)	54.0	45.6	223.2	163.0
Tampa Bay Monthly	43.5	—	183.8	—
Texas Monthly	146.8	149.0	1,020.6	1,110.6
Twin Cities	56.6	56.8	447.6	409.0
Washington Dossier	90.5	47.6	440.0	309.5
The Washingtonian	189.0	187.0	1,241.2	1,183.3
Total Group	**4,564.7**	**4,278.7**	**32,636.6**	**31,786.0**
% change	+6.6%		+2.6%	
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	25.9	33.6	236.1	255.8
Secrets	25.9	33.6	236.1	255.8
True Confessions	25.9	35.1	236.1	268.3
True Experience	25.9	33.6	236.1	255.8
True Love	25.9	33.6	236.1	255.8
True Romance	25.9	33.6	236.1	255.8
Sterling Women's Group:				
Daytime TV	27.2	30.3	269.7	274.1
Modern Screen	30.2	32.3	181.9	198.1
Movie Mirror (6X)	30.2	32.3	150.1	164.8
Photo Screen	30.2	32.3	89.6	130.1
Soap Opera Stars	24.5	24.3	195.5	200.1
TV Movie Screen	—	—	—	—
TV Picture Life	30.2	32.3	87.7	163.4
Teen Bag (6X)	—	5.5	—	30.1
Total Group	**327.9**	**343.8**	**2,391.1**	**2,708.1**
% change	−4.6%		−11.7%	
— Music/entertainment —				
American Film (10X)	43.3	30.8	221.0	191.5
Audio	54.8	34.1	403.9	292.1
Circus Magazine	23.8	35.2	245.2	269.2
Dance Magazine	59.0	59.0	556.2	548.9
Musician	76.0	59.1	575.4	486.4
Playbill	60.5	53.2	454.6	458.1
Stereo Review	54.7	48.8	439.3	444.8
Total Group	**372.1**	**320.2**	**2,895.6**	**2,689.0**
% change	+16.2%		+7.8%	
— Newspaper, Sun. magazines —				
Family Weekly A.	69.7	80.4	645.2	652.4
Parade	65.5	65.8	591.6	581.2
Total Group	**135.2**	**146.2**	**1,236.8**	**1,233.6**
% change	−7.5%		+0.2%	
— Outdoor & sport —				
Alaska	43.8	47.5	369.0	413.1
The American Handgunner (6X)	43.5	31.4	198.2	182.8
American Hunter	36.5	41.4	173.6	147.1
American Rifleman	39.5	49.5	255.0	270.6
Backpacker (6X)	50.6	50.5	255.3	225.2
Bass Master (8X) A.	28.1	38.2	366.6	401.0
Bicycling (9X)	86.2	74.8	818.4	681.4
Field & Stream	84.6	61.6	806.2	693.8
Fins & Feathers A.	33.4	34.2	368.6	339.2
Fishing World F. (6X)	14.1	18.2	204.9	188.4
Florida Sportsman	50.8	43.9	622.9	598.8
Flying	33.3	42.7	361.5	413.9
Fur-Fish-Game	28.1	35.9	191.8	218.7
Golf Digest	90.4	97.0	820.7	683.4
Golf Magazine	34.3	41.1	601.5	650.9
Guns	37.3	31.8	250.4	275.1

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined issue in 1982. D. Combined issue in 1983. E. Two issues published this month. F. Cumulative figures have been adjusted due to erroneous reporting procedures by the magazine. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

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ad linage

(Continued from Page 81)

	Current month 1983	1982	Year-to-date 1983	1982
Guns & Ammo	67.6	62.3	436.4	436.3
Outdoor Life	61.7	71.3	654.2	602.6
Petersen's Hunting	55.5	66.5	331.2	329.0
The Runner	46.6	37.2	356.1	308.9
Runner's World (13X)	36.5	51.5	415.2	368.1
Salt Water Sportsman	39.6	39.1	502.3	529.8
Shooting Times	47.6	45.3	327.1	291.9
Ski (7X) A.	97.1	91.3	306.8	301.0
Skiing (7X)	142.3	114.2	351.8	313.3
Skin Diver	58.5	58.8	656.2	592.6
Southern Outdoors (8X)	45.1	44.5	291.5	290.7
Sport	41.9	41.7	351.7	338.0
Sports Afield	81.1	86.5	739.0	781.5
Spray's Water Ski (10X)	36.5	37.7	327.3	367.1
Tennis	137.8	116.1	754.1	619.2
Western Outdoors (10)	24.1	32.0	255.2	276.1
World Tennis	92.0	61.7	489.4	415.6
Total Group	**1,848.0**	**1,797.4**	**14,210.1**	**13,545.1**
% change		**+2.8%**		**+4.9%**
— Photography —				
American Photographer	56.8	57.2	444.6	421.5
Petersen's Photographic	43.3	48.1	303.1	381.1
Popular Photography	107.1	136.5	1,015.2	1,154.1
Total Group	**207.2**	**241.8**	**1,762.9**	**1,956.7**
% change		**−14.3%**		**−9.9%**
— Religious —				
BBI Jewish Monthly (10X)	36.5	33.7	170.7	180.9
Christian Herald	49.3	48.2	301.7	305.7
Christian Life	34.6	36.4	240.3	243.9
Christianity Today	66.7	84.3	522.7	539.1
Inside (4X)	84.0	86.8	218.7	205.1
Moody Monthly	58.0	66.3	449.3	478.0
Total Group	**329.1**	**355.7**	**1,903.4**	**1,952.7**
% change		**−7.4%**		**−2.5%**
— Science/electronic/mechanic —				
Compute	147.9	95.2	1,211.0	822.5
Computers & Electronics	56.6	59.2	540.6	508.9
Creative Computing	166.0	122.0	1,568.7	1,068.8
Discover	36.6	33.1	374.1	292.9
Electronic Games	34.3	21.7	395.6	117.7
High Technology C.	28.8	55.3	242.9	214.4
Mechanix Illustrated	68.8	69.4	600.2	584.0
Omni	80.5	55.9	544.1	480.0
Personal Computing	—	—	—	—
Popular Mechanics	107.2	112.2	866.8	892.4
Popular Science	90.5	82.9	739.5	709.5
Science Digest	29.1	28.7	289.4	236.1
Science 83	33.6	36.9	264.5	241.0
Scientific American	83.1	94.4	461.3	616.9
Spectrum	120.1	94.5	740.7	615.5
Technology Illustrated C.	24.2	43.3	185.4	214.8
Total Group	**1,109.3**	**1,004.7**	**9,024.8**	**7,615.4**
% change		**+10.4%**		**+18.5%**
— Women/fashion/service —				
Bride's Magazine (6X) A.	192.5	199.5	1,565.7	1,452.6
Cosmopolitan A.	231.1	200.9	1,775.1	1,667.7
Essence	78.0	83.1	709.7	698.0
Family Circle A.	121.8	192.6	1,251.1	1,221.1
Glamour	251.6	229.5	1,488.2	1,417.2
Good Housekeeping A.	197.8	168.7	1,444.3	1,402.1
Handmade (4X)	32.4	39.8	89.1	81.2
Harper's Bazaar	256.7	248.9	1,109.3	995.9
Health	32.3	29.0	286.0	245.7
Ladies' Home Journal	88.2	79.2	816.3	649.3
Ladycom	53.8	49.2	281.6	256.1
Lady's Circle	8.2	9.7	74.3	86.1
Mademoiselle	197.4	197.4	1,172.6	1,130.5
McCall's	102.9	88.3	771.3	721.4
Modern Bride (6X)	156.8	129.8	1,317.0	1,293.5
Ms.	48.0	52.3	371.0	431.7
New Woman	47.5	47.0	407.8	345.2
Parents Magazine A.	82.7	75.6	648.7	626.5
Playgirl	34.0	33.2	345.2	360.5
Redbook	106.3	102.7	755.2	765.5
Self	109.6	83.9	674.1	620.2
Seventeen	107.8	105.8	1,013.9	1,026.1
Soap Opera Digest	25.4	28.7	284.1	240.0
'Teen Magazine	72.1	56.5	496.7	428.8
True Story A.	51.6	71.2	504.0	515.2
Vogue	543.3	410.6	2,110.7	1,898.9
W Magazine	134.0	127.4	828.2	798.3
Weight Watchers	31.2	31.1	249.1	255.4
Woman's Day A., E.	168.0	156.6	1,075.3	1,013.8
The Workbasket (10X)	35.0	47.6	298.6	292.5
Working Mother	76.1	95.9	576.3	591.4
Working Woman	146.3	115.0	808.2	692.5
Total Group	**3,820.4**	**3,586.7**	**25,598.7**	**24,220.9**
% change		**+6.5%**		**+5.8%**
— Youth —				
Boys' Life	32.7	31.5	200.4	176.2
Campus Life	36.5	45.9	278.8	298.8
Total Group	**69.2**	**77.4**	**479.2**	**475.0**
% change		**−10.5%**		**+0.8%**

August

	Current month 1983	1982	Year-to-date 1983	1982
— Business —				
Atlanta Bus. Chronicle (52X)	28.8	18.9	250.1	196.4
Barron's (52X)	197.5	143.4	1,548.7	1,319.5
Black Enterprise	49.3	29.7	482.3	410.2
Boston Business Journal	72.0	43.2	500.4	275.7
Business Week (52X) A.	281.1	251.2	2,740.3	2,803.4
California Business	66.6	56.4	550.0	556.1
Capital District Bus. Review	31.4	33.0	278.9	236.0
Corporate Report/Kan. City F.	52.7	45.8	389.7	420.3
Corporate Report/Minn. F.	64.3	67.2	629.0	604.7
Crain's Chicago Bus. (52X)	109.6	109.0	915.9	803.7
Crain's Cleveland Bus.	48.2	45.6	376.3	258.0
Dallas/Ft. Worth Bus. (52X)	40.4	52.5	271.9	337.1
Dun's Business Month	49.5	47.1	486.0	517.6
The Executive	84.1	61.1	605.5	681.8
Financial World (24X)	30.2	41.2	285.7	380.5
Florida Trend	47.8	49.3	567.5	551.2
Forbes (26X)	234.0	192.4	1,865.8	1,755.1
Fortune (26X) A.	230.0	182.6	1,832.1	1,615.9
Frequent Flyer	36.3	27.9	355.8	232.7
Hawaii Business	55.1	40.2	384.4	334.4
Houston Bus. Journal (52X)	178.8	179.7	1,229.2	1,448.6
Inc. Magazine A.	81.0	68.5	775.6	628.5
Income Opportunities (10X)	—	—	293.4	291.4
Industry Week (26X) A.	79.1	79.0	739.1	905.0
Indianapolis Business Journal	85.5	95.8	670.2	534.0
Nation's Business A.	14.4	18.9	196.6	269.1
New England Bus. (20X) B.	34.5	33.8	509.4	460.7
New Orleans Citibusiness (26X)	89.6	86.2	780.4	563.4
Pacific Business News (52X)	117.2	100.8	775.8	705.9
Philadelphia Bus. Journal	83.1	36.5	500.5	197.0
Pittsburgh Bus. Times (52X)	41.3	34.3	377.3	296.8
St. Louis Business Journal	109.4	98.3	843.5	749.6
Texas Business	91.8	57.2	524.9	477.4
Venture	66.0	36.9	444.1	296.9
Total Group	**2,880.6**	**2,463.6**	**23,976.3**	**22,114.6**
% change		**+16.9%**		**+8.4%**
— Newspaper Sunday magazines* —				
Arizona Republic	45.4	81.3	508.0	750.3
Boston Globe	185.2	173.9	1,350.9	1,275.1
Chicago Tribune	59.3	91.9	608.8	691.3
Cincinnati Enquirer	75.8	55.5	566.2	523.4
Cleveland Plain Dealer	93.9	100.6	643.8	598.8
Columbus Dispatch	62.5	55.9	359.2	437.9
Dallas Times Herald	136.0	83.6	645.9	598.4
Denver Post	106.6	79.4	840.7	958.5
Detroit News	83.6	77.0	761.8	703.2
L.A. Times Home Magazine	74.2	116.8	666.0	766.4
Louisville Courier-Journal	68.3	94.4	632.6	704.4
Miami Herald	40.3	60.3	423.6	488.0
New York News	42.5	51.9	456.3	410.9
New York Times Magazine	411.7	406.0	2,431.5	2,481.5
Philadelphia Inquirer	—	—	—	—
Toledo Blade Magazine	34.6	45.7	360.5	361.5
Washington Post	96.1	125.3	811.6	877.5
Total Group	**1,616.0**	**1,699.5**	**12,067.4**	**12,627.1**
% change		**−4.9%**		**−4.4%**
— Weeklies/bi-weeklies —				
The Advocate (25X)	128.9	83.7	859.9	643.0
Army Times Military Group:				
Air Force Times (52X)	143.3	159.3	1,137.4	1,145.0
Army Times (52X)	137.8	153.7	1,108.2	1,121.9
Navy Times (52X)	155.4	186.9	1,271.7	1,340.2
The Times Magazine	8.3	6.9	110.9	111.1
The Blood-Horse (52X)	386.1	370.6	3,635.0	3,604.7
Capper's Weekly (26X)	32.4	30.1	212.6	195.6
Commonweal (22X)	1.1	2.9	50.0	58.1
Golf World (43X)	61.7	68.0	675.0	593.2
Grit (52X) A.	18.3	31.1	197.5	207.5
National Review	33.3	30.5	240.8	203.9
New Republic (48X)	33.9	28.7	249.0	227.2
New York Magazine (50X)	209.7	183.6	1,686.6	1,470.3
New Yorker (52X)	175.1	187.2	1,981.6	2,276.6
Newsweek (52X) A.	191.6	149.4	1,677.9	1,628.4
People (52X)	211.8	236.0	2,003.4	2,145.2
Rolling Stone (25X) D.	39.7	62.6	662.7	648.6
Sporting News (52X)	47.8	49.9	437.6	419.6
Sports Illustrated (52X) A.	169.0	164.5	1,694.2	1,634.3
Time (52X) A.	161.4	186.7	1,614.0	1,604.3
TV Guide (52X) A.	90.8	180.3	2,189.7	2,213.5
Us Magazine (26X)	9.0	45.3	360.0	378.2
U.S. News & World Report (52X) A.	9.5	107.8	1,084.8	1,048.3
Total Group	**2,640.9**	**2,705.7**	**25,140.5**	**24,919.2**
% change		**−2.3%**		**+0.8%**
— Foreign —				
Buenhogar:				
Central America	2.0	3.0	14.0	27.7
Chile	1.0	1.0	8.0	13.2
Colombia	27.2	57.7	284.8	403.5
Dominican Republic	6.0	10.3	94.0	110.7
Ecuador	15.7	13.0	74.0	88.5
Mexico	26.0	48.0	303.7	449.3
Peru	18.3	20.3	160.7	246.5
Puerto Rico	5.3	14.8	99.2	143.7
U.S.	12.5	10.0	72.0	56.0
Venezuela	15.5	22.8	158.3	283.0
Coqueta: Central America	—	—	—	5.0
Colombia	3.5	2.0	18.0	34.0
Mexico	3.0	2.5	14.0	54.8
Peru	—	—	—	5.0
Puerto Rico	1.0	2.0	2.0	15.0
Venezuela	3.0	6.5	24.0	42.5
Geomundo: Central America	3.0	6.0	33.0	45.0
Chile	2.0	8.0	35.0	50.0
Colombia	6.0	18.0	76.5	110.8
Ecuador	2.0	4.0	29.0	34.0
Mexico	3.0	15.7	46.5	100.7
Peru	4.0	8.0	43.0	68.0
Puerto Rico	2.0	9.0	27.0	54.0
Venezuela	7.0	15.5	85.7	125.8
Hombre De Mundo:				
Central America	2.0	3.0	41.3	39.8
Chile	3.0	2.0	41.0	38.0
Colombia	8.0	10.2	76.0	102.3
Ecuador	3.0	2.0	40.0	33.8
Mexico	13.0	14.0	85.8	153.8
Peru	4.0	4.0	37.0	47.8
Puerto Rico	7.0	8.0	42.3	65.8
Venezuela	11.5	19.5	113.3	226.0
Ideas Para Su Hogar:				
Central America	—	—	2.0	6.0
Chile	—	1.0	—	6.0
Colombia	24.3	41.8	186.7	227.2
Ecuador	5.0	8.3	26.0	59.3
Mexico	5.8	16.8	106.7	172.0
Peru	12.5	9.8	48.0	102.8
Puerto Rico	—	2.8	6.0	16.2
Venezuela	9.5	12.2	92.0	190.7
Intimidades:				
Central America	—	2.0	—	12.0
Chile	6.0	1.0	5.5	3.0
Colombia	1.0	2.0	7.0	12.0
Mexico	1.5	3.0	14.0	38.0
Puerto Rico	—	3.0	6.2	21.0
Venezuela	5.5	4.0	35.0	44.0
Mecanica Popular:				
Argentina	7.7	9.0	57.0	69.2
Central America	13.2	19.3	101.3	136.2
Chile	5.8	7.3	49.0	49.2
Colombia	13.3	23.7	137.3	170.7
Mexico	7.2	25.3	72.5	180.8
Peru	22.8	29.3	151.2	188.3
Puerto Rico	15.2	16.7	119.3	124.5
Venezuela	15.2	26.8	162.8	200.2
The Ring en Espanol: Mexico	—	1.0	—	13.0
Puerto Rico	—	4.0	—	28.5
U.S.	4.3	5.0	26.3	36.5
Venezuela	2.0	4.0	6.0	25.0
Vanidades Continental:				
Central America	2.8	9.7	49.0	119.3
Chile	2.0	8.2	28.5	105.5
Colombia	72.7	90.8	472.0	619.8
Dominican Republic	8.3	20.0	137.3	229.3
Ecuador	23.5	24.8	97.7	162.7
Mexico	99.8	97.0	710.3	873.5
Peru	30.0	40.2	203.0	319.2
Puerto Rico	24.0	37.3	275.3	342.3
U.S.	41.0	48.5	350.7	410.7
Venezuela	31.8	55.8	349.0	587.8
Business Week Int'l.	82.0	114.5	1,037.6	1,339.3
Cosmopolitan Foreign Editions:				
Australia	46.1	64.4	446.3	425.5
Brazil	35.7	47.3	320.2	353.6
France	42.0	43.3	663.2	768.9
Germany	33.0	17.0	409.4	175.1
Great Britain	90.8	92.0	815.9	826.0
Greece	30.0	26.0	394.0	417.0
Holland	10.3	12.0	298.8	141.0
Italy	38.7	47.7	438.5	502.3
Japan	30.6	35.0	301.8	286.6
Cosmopolitan en Espanol:				
Central America	0.3	1.8	16.2	28.7
Colombia	13.5	19.5	110.7	150.0
Ecuador	0.3	0.8	7.3	25.2
Mexico	38.7	57.3	395.0	504.3
Peru	3.7	7.0	57.3	112.2
Puerto Rico	15.7	21.3	157.2	206.3
U.S. (Spanish language)	14.5	21.2	129.5	147.3
Venezuela	3.5	18.5	99.3	230.5
International Communications:				
African Business	36.8	23.1	224.1	248.4
New African	20.0	23.2	164.7	172.8
The Middle East	28.5	12.8	217.2	137.2
International Herald Tribune	55.8	59.8	658.1	700.6
International Management:				
Africa	19.6	7.6	116.5	102.5
Europe	16.0	10.3	289.0	282.8
Latin America	11.3	10.8	98.0	99.6
Middle East	32.1	27.5	173.8	168.1
Pacific	10.6	4.6	116.8	125.1
Johnston International:				
Alam Attijarat	59.2	50.5	441.6	506.0
Ejecutivo	20.0	23.0	57.0	102.3
Modern Africa	24.7	30.2	91.9	132.8
Modern Asia	35.2	40.0	256.4	278.9
Newsweek International A.:				
Atlantic	59.0	56.6	654.0	671.4
Latin America	30.9	36.7	220.6	214.4
Pacific	66.1	57.3	507.7	532.9
Progreso (9X)	13.7	14.8	59.2	86.2
Reader's Digest:				
Arabic	11.0	13.0	94.0	101.5
Asian	158.5	189.0	1,648.5	1,330.0
Australian	72.0	76.0	491.7	585.8
Belgian-Flemish	29.0	24.0	600.5	570.0
Belgian-French	18.5	19.5	443.5	451.0
British	40.4	32.3	471.0	422.9
Chinese B.	106.5	81.0	774.3	688.5
Danish	15.8	27.5	233.5	250.5
Dutch	19.0	21.5	244.3	293.6
Finnish	37.0	30.5	476.5	396.8
French	21.3	25.0	403.8	502.3
German	52.5	48.3	529.9	543.6
Iberian	5.0	13.0	125.5	197.0
Indian-English	20.0	85.0	564.8	655.5
Indian-Hindi	—	4.0	—	121.0
Italian	6.0	15.5	350.0	413.0
Japanese	43.5	45.9	386.4	390.6
Korean	19.5	20.8	159.2	159.6
Latin American:				
Argentina	18.0	17.0	114.0	123.0
Brazil	3.0	9.0	73.5	98.8
Central American	9.0	22.5	82.0	107.0
Chile	13.0	20.5	113.5	154.0
Colombia	25.0	54.0	285.0	299.5
Ecuador	7.0	15.0	78.0	90.0
Mexico	45.2	51.8	330.3	473.4
Peru	8.0	17.0	69.5	92.0
Puerto Rico	5.5	19.5	46.0	96.5
U.P.B.	7.0	19.5	75.5	115.0
U.S. Spanish	10.0	18.5	107.5	129.5
Venezuela	9.0	21.0	106.5	185.5
New Zealand	95.8	79.5	658.3	515.0
Norwegian	18.0	26.0	266.1	320.6
Portugal	40.0	47.0	349.8	327.1
South African	107.5	130.0	735.5	838.5
Swedish	10.0	16.0	149.5	204.0
Swiss-French	15.0	16.5	218.0	237.5
Swiss-German	18.0	19.8	274.0	305.8
Time International:				
Time-Asia	77.3	82.8	711.8	678.4
Time-Atlantic	61.4	73.3	703.3	778.4
Time-Canada	89.7	75.8	1,014.9	1,080.0
Time-Latin America	36.6	67.5	326.9	504.3
Time-South Pacific	144.3	188.2	940.2	1,110.2
Visao (52X)	170.2	155.6	1,134.8	1,063.3
Vision/Latin America (26X) A.	28.4	32.9	209.0	281.2
Total Group	**3,468.5**	**4,161.1**	**32,847.7**	**37,320.6**
% change		**−16.6%**		**−11.9%**